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**MM Docket No. 93-25**

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## **Table of Contents**

I.	Introduction and Summary of Encore Media’s Comments .....	1
II.	To Ensure that a Wide Audience Has Access to the Broadest Range of Educational Programming, DBS System Carriage Obligations for Noncommercial Educational or Informational Programming Should Include Programming Supplied by Private Corporations .....	5
III.	The Definition of “Noncommercial Educational or Informational Programming” Should at the Least Include Programming Qualifying under the Children’s Television Act Regulations. ....	12
IV.	The Public Interest Educational and Informational Programming Requirements Should Be Satisfied on a Full Channel by Channel Basis, Not on a Cumulative Time Basis .....	15
V.	Conclusion .....	17

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554

In the Matter of	)	
	)	
Implementation of Section 25	)	
of the Cable Television Consumer	)	MM Docket No. 93-25
Protection and Competition Act	)	
of 1992	)	
	)	
Direct Broadcast Satellite	)	
Public Service Obligations	)	

**COMMENTS OF ENCORE MEDIA CORPORATION**

Encore Media Corporation ("EMC") submits these comments in response to the Commission's Public Notice, "Comments Sought in DBS Public Interest Rulemaking," FCC 97-24, released January 31, 1997 ("Public Notice"). The Public Notice sought further comments from interested parties relating to implementation of Section 25 of the Cable Television Consumer Protection and Competition Act of 1992 ("1992 Cable Act"), which had directed the Commission to initiate a rule making proceeding to impose public interest and other requirements for providing video programming on direct broadcast satellite ("DBS") service providers.

I. Introduction and Summary of Encore Media's Comments

On March 2, 1993, the Commission had released a Notice of Proposed Rule Making, FCC 93-91 ("NPRM"), seeking comment on its proposals to implement the provisions of Section 25 of the 1992 Cable Act. However, after comments and reply comments were filed in response to the NPRM, the United States District Court for the District of Columbia held that Section 25 was unconstitutional, and the Commission suspended the rule making proceeding

pending the resolution of its appeal of the District Court's decision. On August 30, 1996, the United States Court of Appeals for the District of Columbia Circuit reversed the District Court and held that Section 25 was constitutional.

In response to the D.C. Circuit's decision, the Commission on January 31, 1997, issued the Public Notice seeking additional comments in order to "update and refresh the record in this proceeding." EMC agrees that the record does indeed need to be updated since the original comments were filed in this proceeding in 1993, and EMC appreciates the opportunity to submit new comments in this proceeding. Indeed, at the time that the NPRM was issued in 1993, there was only a single DBS system actually operating, offering only a dozen analog video channels to subscribers. By contrast, there are now five major competitive DBS operations serving approximately five million subscribers nationwide, and the mass media trade press has been consumed of late with story after story about the merger of one of these existing systems, EchoStar, with one of the major world-wide providers of DBS outside the United States, News Corp. Most of the existing DBS systems have expanded beyond a hundred channels of video programming, with expectations that these channel numbers will approach and exceed the two hundred channel level within the near future.

EMC is one of the largest providers of programming networks to DBS operators as well as to all other multichannel video programming distributors (MVPDs), including cable, DBS, TVRO, SMATV, and OVS operators. EMC provides the following channels of commercial-free programming services to multichannel video programming distributors (MVPDs):

“ENCORE,” consisting primarily of movies that first were released during the last thirty years;

ENCORE’s “Thematic Multiplex” Movie Channels, comprised of five separate channels each with a common subject theme, Love Stories-encore 2, Westerns-encore 3, Mystery-encore 4, Action-encore 5, and True Stories and Drama-encore 6;

ENCORE’s Thematic Multiplex children’s channel, “WAM!America’s Kidz Network-encore 7,” a 24-hour, commercial-free network dedicated to educating and entertaining the underserved 8 to 16 year old audience;

“*plex*-encore 1,” consisting of alternating days of ENCORE and each of the Thematic Multiplex Channels in a single channel;

ENCORE’s “First Run Multiplexes,” “STARZ!-encore 8” and “STARZ!2-encore 8,” which feature, in addition to ENCORE titles, exclusive first-run, uncut feature films from numerous movie studios; and

ENCORE’s “BET Movies/STARZ!3-encore 8,” which is a multiplex of ENCORE and STARZ!-encore 8 featuring films directed by or starring African-American artists.

EMC’s primary focus in the present rule making proceeding is on its noncommercial WAM!America’s Kidz Network-encore 7 channel (“WAM!”). Through WAM!, EMC has developed a corporate sector solution to the urgent public need for privately funded educational resources. WAM! is the only full-time, completely commercial-free network dedicated to educating and instructing by engaging the interests and needs of an underserved 8 to 16 year old audience. WAM!’s entire schedule consists of programming designed to further the intellectual, cognitive, and social/emotional development of this adolescent age group, which is otherwise only minimally served by public broadcasters, commercial broadcasters, and other program networks. WAM!’s schedule includes at least twelve hours of noncommercial educational academic programming for adolescents each weekday, a private sector commitment

unduplicated by any other network, institution, broadcaster, or channel, as well as many additional hours each day of informational, arts, developmental, and entertainment series aimed at the target audience of 8 to 16 year olds. Moreover, EMC has mandated that these program resources be made available to schools throughout the country at absolutely no charge.

As will be shown below, Congress's primary emphasis in creating this public interest programming requirement for DBS systems was that the educational programming be presented without any commercial matter. This goal is served by focusing on the noncommercial nature of the programing, not on the private or public nature of the entity which packages or supplies the programming. Indeed, WAM!'s contribution as a private sector solution to educational needs has repeatedly been recognized by Congress and the Commission. For example, Representative Billy Tauzin, Chairman of the House Telecommunications & Finance Subcommittee, stated on the occasion of WAM!'s launch on September 12, 1994, "We have to encourage good television, we have to encourage less violence, and we have to depend on those who are in the marketplace of ideas, information, and entertainment such as Encore, on their own to do good and useful and positive things for us, in a society that desperately needs positive images and positive entertainment and positive educational experiences. And Encore has delivered today." EMC's Chairman John Sie, at this same event marking the 1994 launch of WAM!, set out EMC's corporate philosophy regarding the obligations of private corporations to work with government and educators to develop private sector solutions to educational needs:

"Something is not right in children's television. We should find private solutions to these needs. . . . When it comes to education, we must all work together, our government, our educational institutions, the parents, and the private sector like Encore. In particular, for those of us in the medium of television we have both a heavy responsibility and a golden opportunity to contribute. Too often we hear that television is bad for kids, and we should limit

their usage of it. I think that's a defeatist attitude. I like to turn it around to say that television's influence is very powerful and pervasive, and that education for our kids is too important not to use television to educate, motivate and inspire. WAM! will harness the power of television to teach and motivate. I'm convinced that providing access to quality educational programming can make a difference, collectively as we move the needle significantly in the right direction.

EMC's WAM! network is a prime example of the type of noncommercial private programming initiative that should serve as the model of public service for the video programming industry in general, and for DBS systems in particular.

II. To Ensure that a Wide Audience Has Access to the Broadest Range of Educational Programming, DBS System Carriage Obligations for Noncommercial Educational and Informational Programming Should Include Programming Supplied by Private Corporations

Section 25 of the 1992 Cable Act sets forth a number of public interest obligations for DBS operators that are to be considered by the Commission, including political broadcasting requirements, local service obligations, and educational or informational programming requirements. While EMC recognizes the importance of the political broadcasting and localism issues, EMC's immediate concerns in this proceeding relate to the reservation of DBS channel capacity for noncommercial educational or informational programming. The provisions of Section 25(b) which are relevant to the Commission's evaluation of these issues are as follows:

- (1) [t]he Commission shall require, as a condition of any provision, initial authorization, or authorization renewal for a provider of direct broadcast satellite service programming, that the provider of such service reserve a portion of its channel capacity, equal to not less than 4 percent nor more than 7 percent, exclusively for noncommercial programming of an educational or informational nature.

(2) A provider of such service may utilize for any purpose any unused channel capacity required to be reserved under this subsection pending the actual use of such channel capacity for noncommercial programming of an educational or informational nature.

(3) A provider of direct broadcast satellite service shall meet the requirements of this subsection by making channel capacity available to national educational programming suppliers,<sup>1</sup> upon reasonable prices, terms, and conditions as determined by the Commission under paragraph (4). The provider of direct broadcast satellite service shall not exercise any editorial control over any video programming provided pursuant to this subsection.

These provisions thus impose two discrete requirements on DBS operators: first, pursuant to Section 25(b)(1), that DBS operators provide such educational or informational programming over a substantial percentage of their channels; and second, pursuant to Section 25(b)(3), that “national educational programming suppliers” be accorded access to such reserved channels at advantageous Commission-formulated rates.

EMC urges the Commission to conclude that the DBS educational programming requirements set forth in Section 25(b)(1) of the 1992 Cable Act -- that a portion of DBS channel capacity be devoted to educational or informational programming -- can be satisfied at least in part by carriage of any noncommercial educational or information programming, regardless of the nature of the supplying entity. By contrast, the separate special rate eligibility provision of Section 25(b)(3) is the only part of this legislation which is limited to “national educational programming suppliers” as that term is defined in Section 25(b)(5)(B) of the statute. In other words, the requirement that DBS operators provide noncommercial educational or informational programming can be satisfied by the carriage of such programing from any

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<sup>1</sup> Section 25(b)(5)(B) defines such entities as follows: “The term ‘national educational programming supplier’ includes any qualified noncommercial educational television station, other public telecommunications entities, and public or private educational institutions.”



source; only the special rate provision applies to the arguably narrower class of “national educational programming suppliers.”

Congress’s primary focus in enacting the DBS educational programming requirements was that such educational programming be presented without any commercials, so that the educational program suppliers and in turn the DBS operators would not be beholden to “dual masters,” that is, both to educating children *and* to achieving higher ratings so that ads can be sold at higher rates. Throughout the prior debate over the Children’s Television Act of 1990, the Congressional hearings abounded with testimony regarding the negative impact of advertising on children’s educational and entertainment programming. Additionally, what was brought out repeatedly is that there are many well-meaning educational and informational programming ideas and programs that would well serve these needs, but have not been able to attract sponsorship necessary for commercial broadcasting. The lack of commercial sponsorship response in turn chills the efforts to develop more such responsive children’s programming.

As long-time children’s programming advocate Peggy Charren recently stated to WAM!’s chief programming executive, “Children have neither the experience to deal with the deception of advertising nor the economic qualifications to understand the messages. In the best of all possible worlds, children would not have to deal with advertising in the media. Commercial-free programming is certainly preferable.” By contrast, the public or private character of the producing entity has no real bearing on the educational quality of that programming, except perhaps in a positive way due to the greater financial resources that may

be available to a private corporation. Moreover, the private sector, unencumbered by concerns of funding limitations, can be highly flexible in meeting needs of specific targeted groups.

Indeed, requiring that all such responsive noncommercial educational programming, in order to count toward the DBS programming percentage minimums, be produced by “national educational programming suppliers” that are either public institutions or nonprofits, fails to take into account the extremely valuable contributions than can and are being made by private corporations, such as EMC, in developing noncommercial educational programming for children. As WAM!’s uniquely targeted mission -- to help adolescents reach their full potential -- and exemplary record indicate, private corporations are fully capable of producing first-rate noncommercial educational programming that is endorsed by leading educators. Moreover, in this era of budgetary constraints, government is looking toward an increased role for private corporations to meet the educational and social needs of the population, through increased volunteerism and corporate efforts for the social good.

As President Clinton, General Colin Powell, and former Presidents Bush and Carter emphasized just this past weekend at the Summit on Volunteerism in Philadelphia, it is time for private corporations to undertake greater efforts to give something back to the people and their communities. Moreover, private corporations have the ability to reallocate revenues from more profitable ventures to fund social-oriented efforts that may generate lower revenues. A corporation such as EMC can tap into the profit and revenue streams of its other multiplex program services to incubate a channels such as WAM! that serves the public interest by serving the need for educational resources for young people. However, reliance on public

entities and nonprofits alone to meet such societal needs places too much of a burden on them in the face of ever tighter budgets.

These timely considerations must be taken into account in the narrower task before the Commission of developing regulations to implement Section 25(b) of the 1992 Cable Act. The regulations should not place the full burden of providing noncommercial educational programming for DBS systems on public broadcasters and educational institutions, or else the public will be shortchanged by a lack of quantity and quality of such programming. At the same time, these DBS educational programming regulations should not close the door on private corporations, such as Encore Media Corporation, that are providing exemplary public service programming. EMC's WAM! is an example of the type of program channels that will best serve Congress's goals of providing commercial-free educational programming to DBS subscribers.

EMC submits that the WAM! network in its entirety should be considered to be responsive to Section 25 of the 1992 Cable Act's requirement that a minimum amount of DBS channel capacity be reserved for noncommercial programming of an educational or informational nature. The fact that EMC is a private corporation does not in any conceivable or rational way detract from the quality of the noncommercial educational programming making up WAM!'s programming schedule. Indeed, WAM! was created specifically to provide educational and informational programming for the adolescent age group as a corporate solution to the very public problem of providing much-needed educational resources for this underserved age group, outside the context of any governmental requirements or imperatives. A further example of the breadth of corporate responsiveness is the three hour weekly donation by EMC

of WAM! programs free of charge to broadcasters to assist them in meeting their children's programming obligations.<sup>2</sup>

For this reason, the Commissioners and the critical Members of Congress responsible for communications oversight have specifically recognized the great contributions that have been made by WAM! in delivering such educational and socially positive children's programming. For example, Congressman Tauzin also stated, on the occasion of WAM!'s launch, "In a society that desperately needs positive messages, positive entertainment and positive educational experiences, Encore has delivered." Commissioner Quello stated publicly to EMC Chairman John Sie on the launch of WAM!, "I want to congratulate you on WAM! It's exactly what we need at this time." Commissioner Ness has lauded WAM! as a "Safe Viewing Zone," and has also noted that, "As WAM! demonstrates, educational and entertaining shows, again, need not be mutually exclusive."<sup>3</sup> Commissioner Chong stated at WAM!'s launch, "I applaud the efforts of John Sie and his company to create a cable channel devoted to kids' programming and especially encouraged to see that it does not contain commercials. . . . I especially appreciate the fact that Encore will be showing a lot of multicultural programming on WAM!. I believe that we will soon be living in a global village and our

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<sup>2</sup> Although WAM! was created as a children's educational and informational channel for multichannel video programming providers such as cable, DBS, and wireless cable which (then) had no children's programming obligations (unlike broadcasters), EMC has subsequently made its educational programming available to broadcasters, completely free of charge, to assist them in meeting their educational programming requirements under the Children's Television Act of 1990 and the newly adopted children's program minimums set forth in Section 73.671 of the Commission's Rules.

<sup>3</sup> Comments of Commissioner Ness, July 19, 1996, at Town Meeting on the Future of Children's Television Programming, Washington, D.C.

children need to appreciate other cultures in order to be successful in the global village of tomorrow.” And President Clinton, in a letter to Mr. Sie, stated, “I share your belief that responsible television can be a source of enrichment and education for our youth.”

Thus, in drafting the regulations to implement Section 25(b) of the 1992 Cable Act, the Commission must take into account what private corporations can do and have done to develop first-rate noncommercial educational programming. Section 25(b)(1) should be interpreted broadly and fairly to include noncommercial educational programming supplied by private corporations such as EMC as being eligible to meet the requirement that DBS operators devote four to seven percent of their channel capacity to noncommercial educational or informational programming. Private initiatives such as WAM! should be embraced as exemplary means of DBS operators meeting their obligations to present commercial-free educational programming to the public.

By contrast, the requirements of Section 25(b)(3), whereby DBS operators are to make reserved channel capacity available to defined classes of “national educational programming suppliers,” should be considered by the Commission to pertain only to the types of entities eligible for access to the reserved channel capacity “upon reasonable rates, terms and conditions as determined by the Commission under paragraph (4).” The Commission should not unnecessarily mix together these separate provisions by holding that only programming produced or packaged by such “national educational programming suppliers” can be counted to determine a DBS operator’s compliance with the overall requirement of Section 25(b)(1) that 4 to 7 percent of channel capacity be devoted to noncommercial educational and informational programming. Indeed, placing too strong an emphasis on public television stations and

institutional program suppliers is illusory, since many of such public television program *suppliers and producers* are themselves for profit corporations or individuals, not nonprofits.

Sections 25(b)(1) and 25(b)(3) are not identical. Rather, these provisions, read together, should be construed as providing that noncommercial educational or informational programming for children provided by any producer, distributor, or programming network, whether public or private, nonprofit or for profit, must be considered toward meeting whatever percentage minimum is adopted by the Commission to implement Section 25(b)(1), but that only the special, advantageous rate provisions of Section 25(b)(3) are available to “national educational programming suppliers,” educational institutions or public broadcasting entities.

### III. The Definition of “Noncommercial Educational or Informational Programming” Should at the Least Include Programming Qualifying Under the Children’s Television Act Regulations

The NPRM at paragraph 44 seeks comment on whether, and if so, how, the Commission should define the term “noncommercial educational or informational programming” as it is used in Section 25(b)(1) of the 1992 Cable Act. Although this term is not on its face limited to such programming intended for children, it would certainly be reasonable to assume that programming which meets the criteria for consideration as educational and informational programming for children as provided in the Children’s Television Act of 1990 and its implementing regulations should be considered as a subset of the qualifying DBS programming under Section 25(b)(1), with the added requirement under Section 25(b)(1) that such programming must be “noncommercial” as well.

Section 73.671(a) of the Commission’s Rules, 47 C.F.R. §73.671(a), provides that “Each commercial television broadcast station licensee has an obligation to serve, over the term of its

license, the educational and informational needs of children through the licensee's overall programming, including programming specifically designed to serve such needs." The Note to this Section provides the following definition of "educational and informational programming for children":

Note: For purposes of this section, educational and informational television programming is any programming which furthers the positive development of children 16 years of age and under in any respect, including the child's intellectual/cognitive or social/emotional needs.<sup>4</sup>

While EMC does not propose to the Commission how much broader the definition of "noncommercial educational or informational programming" should be for Section 25(b)(1) purposes than the definition of "educational and informational" programming in the Children's Television Act regulations, certainly any programming qualifying under the Children's Television Act rules should be considered to meet the broader standards for educational or informational DBS programming.

In this regard, EMC notes that its noncommercial WAM!America's Kidz Network consists virtually entirely of programming "which furthers the positive development of children 16 years of age and under in any respect, including the child's intellectual/cognitive or

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<sup>4</sup> Indeed, aside from the noncommercial requirement, this definition in the Children's Television Act implementing regulation is arguably narrower than is necessary for use with DBS public interest provisions of Section 25(b)(1) of 1992 Cable Act, insofar as the Children's Television Act regulation refers to programming serving the "educational *and* informational needs of children," whereas the DBS legislation refers to "noncommercial programming of an educational *or* informational nature" (emphasis added).

Although the Commission recently revised Section 73.671 to provide (effective September 1, 1997) that such educational and informational television programming would further qualify as "Core Programming" if certain additional scheduling requirements were met, this revision does not change the essential definition of "educational and informational programming" set forth above.

social/emotional needs.” At the forefront of this educational schedule is WAM!’s twelve-hour daily block of subject-specific supplements to core classroom instruction on a variety of academic subjects, including science, mathematics, social studies, history, language arts, and current events/news/information. The current makeup of this twelve-hour daily block of academic programming is described in greater detail in WAM!’s May 1997 Cable in the Classroom schedule, which is appended as Attachment A hereto. The entire twelve-hour daily Cable in the Classroom lineup is also available to schools for taping and reuse free of charge. In addition, WAM! airs several hours each week of music and art programming that is often used by educational institutions to fill gaps in curricula that have been brought on by budget cuts in these areas. The remaining programming on WAM! that is not primarily academic in nature is directed to the youth audience’s “social/emotional needs,” providing enrichment and personal development that helps these children gain the life skills needed to navigate adolescence. The entire program schedule is tied together with three to five minute educational interstitial segments (where commercial networks might otherwise insert commercial advertisements).<sup>5</sup>

Moreover, since WAM! is commercial-free and thus neither ad-driven nor ratings-driven, its programming can target this narrower, underserved 8 to 16 age group and address the issues that uniquely affect children of this age, without the need to attract broader age ranges or to resort to “least common denominator” programming. Indeed, there are numerous

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<sup>5</sup> Examples of these educational interstitial segments include: “WAM!CAMs,” which are profiles of extraordinary young people or of ordinary young people involved in extraordinary activities; “Geobits,” focusing on geography facts; “Biobits,” focusing on biology information; and “KidHost” segments, in which hosts in the target age group explain the historical or artistic importance of classic films from EMC’s extensive film library.



programs that have been developed by public broadcasters and educators for young, preschool children, as well as for young adults, but no programmer or network other than WAM! is dedicated entirely to serving the intellectual and developmental needs of adolescents. WAM! focuses on this mission all day, every day. EMC submits that only a private programming corporation like EMC can afford to incubate such a “narrowcast” service which capitalizes on the promise of cable by providing a niched, targeted service, with a solid, socially responsible mission, to serve an underserved age group of 8 to 16 year olds with information they need, want, and can use.

WAM!’s entire substance and structure would thus generally conform to the definition of educational and informational programming for children as provided in the Children’s Television Act and its implementing regulations. Additionally, as noted above, the WAM! channel is entirely commercial-free. EMC submits that the definition of “noncommercial educational or informational programming” adopted by the Commission to implement Section 25(b)(1) should be crafted in such a way as to provide that such valuable noncommercial educational and informational programming would satisfy the minimum programming percentage requirements of Section 25(b)(1).

IV. The Public Interest Educational and Informational Programming Requirements Should Be Satisfied on a Full Channel by Channel Basis, Not on a Cumulative Time Basis

The 1993 NPRM, at paragraph 39, poses the question as to whether Section 25(b) “require[s] that discrete channels be reserved for noncommercial use or that a percentage of cumulative time be reserved for noncommercial use?” EMC submits that the only rational way to administer these requirements would be to base the educational programming requirements

on a per whole channel basis. To allow the educational reservation requirements to be addressed on a cumulative time basis, that is, to allow crediting of individual programs over time on a variety of channels that otherwise primarily provide nonqualifying programming, would involve overwhelming computation, monitoring, and enforcement problems in a world where current DBS operations range in channel capacity from 140 on up, and may reach into the hundreds in the foreseeable future.

Additionally, the express language of the statute, in Section 25(b)(1), clearly states that a DBS operator is to “reserve a portion of its channel capacity,” not a portion of its program time, to such educational and informational programming. Having specifically designated channels dedicated to such educational and informational programming is extremely important to the goal of having a dependable destination where such programming can always be found, versus presenting such educational programming on a patchwork of program channels that also carry a variety of non-qualifying programming.<sup>6</sup> Additionally, because the hours devoted to such noncommercial educational programming on a variety of channels not dedicated to such qualifying programming would likely change from week to week or month to month, reliance on a cumulative time standard for this purpose would make it virtually impossible to determine at any given time how much channel capacity remains available to national educational programming suppliers under the terms of Section 25(b)(3). For example, with a DBS system having 200 channels and thus a reservation of at least eight full time channels for educational/informational programming, the system would then have to keep track of, and the

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<sup>6</sup> At the same time, a DBS system could combine responsive noncommercial educational programs from a variety of channels into a single composite channel dedicated to this purpose.

Commission would have to monitor, at least 1,344 separate hours of educational and informational programming *each week*.

Using a per channel computation, however, would be much simpler for all involved parties and certainly much easier for the Commission to monitor and enforce. Further, where the DBS operator voluntarily chooses to carry such noncommercial educational programming from any source, its obligations to make channel capacity available to other “national educational programming suppliers” pursuant to Section 25(b)(3), should be not required to exceed the 4% to 7 % requirement of Section 25(b)(1) when combined with the educational program channels voluntarily carried. Thus if a 200 channel DBS system is required to reserve eight channels for noncommercial educational programming, and it voluntarily carries one channel of noncommercial educational programming such as WAM!, then it would have to make the seven remaining reserved channels available to national educational programming suppliers pursuant to Section 25(b)(3), if any such programmers come forward pursuant to that provision. For these reasons, the noncommercial educational or informational programming reservations should be based on counting of whole channels.

## V. Conclusion

For the reasons stated above, EMC urges the Commission to adopt rules in this proceeding that would allow DBS systems’ public interest programming obligations to be met by airing noncommercial educational and informational programming provided by any source of such programming, including private corporations such as EMC. The noncommercial educational or informational programming qualifying for this reservation of channel capacity need not be produced exclusively by “national educational programming suppliers” --

educational institutions or public broadcasting entities -- in order to qualify as programming that would meet these requirements. Rather, Congress's true goal in establishing these public service requirements on DBS operators was to foster the carriage of *commercial-free* educational programming. Restricting eligible programming to that produced by this narrower class of public broadcasters and educational institutions would impose an undue burden on these publicly funded entities, when in fact private corporate solutions can better meet the need for such noncommercial educational programming.

Respectfully submitted,

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**Attachment A**

**WAM!-America's Kidz! Network-encore 7**

**May 1997 Cable In The Classroom Schedule**



## May 1997 Cable In The Classroom Programs

**\*All programs listed below are WAM! programs submitted to Cable In The Classroom. All programs have 1 or 2 year taping rights during the semester in which they aired.**

### **WAM! REEL LEARNING 3am to 3pm**

**World Youth News** (curriculum category - Social Studies: Current Events)

*\*This program has one year taping rights*

Program length: 30 minutes

Air times: Monday thru Thursday at 3am & 9am

Description: International news and information show for the world's youth that's entirely shot and produced by teenagers around the world. The show combines stories on the environment, world events, education, people and cultures and provides realistic ideas and solutions for making positive social changes on a local, international, and global scale.

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**Planet Video** (curriculum category - Social Studies: Current Events)

*\*This program has two year taping rights*

Program length: 30 minutes

Air times: Fridays at 3am & 9am

Description: Planet Video, a WAM! original production, is a visually exciting program which features kids from all over the world. Equipped with camcorders, kids from over 35 countries record their daily lives, express their thoughts and ideas and highlight the things that make their culture unique.

**Global Family (curriculum category - Social Studies)**

*\*This program has two year taping rights*

Program length: 26 minutes

Air times: Monday thru Friday at 3:30am & 9:30am

Description: A series of sixty programs, Global Family stresses the interrelationship of the environment, animals and human beings, and the need to preserve and protect nature.

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**Ancient Civilizations (curriculum category - History: Ancient Cultures)**

*\*This program has one year taping rights*

Program length: 30 minutes

Air times: Monday thru Friday at 4:00am & 10:00am

Description: How does a civilization originate? And why does it fall? Using the human search for food, security, and creativity as a base, this series looks for answers in the ancient civilizations of China, India, Mesopotamia, Egypt, Greece, Rome, and meso-America. With its focus on daily life in each of these cultures, the programs attempt to convey the debt we owe to the past.

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**Green Earth Club 2 (curriculum category - Social Studies/Science Environment)**

*\*This program has two year taping rights*

Program length: 30 minutes

Air times: Monday thru Friday at 4:30am & 10:30am

Description: This series makes young people aware of the environmental choices we all make in daily life and shows how people can make a difference. Segments include: spotlight on trade, and children who have taken up their own environmental projects; Green Tips about reducing, re-using and recycling; and reviews of books, shows, and movies about the environment. Teachers will appreciate the many ideas for integrating environmental education into the curriculum

**Mission Reading (curriculum category - English/Language Arts: Writing/Language)**

*\*This program has two year taping rights*

Program length: 30 minutes

Air times: Monday thru Friday at 5am & 11am

Description: Mission Reading is a literacy series aimed at students from grades 6 to 9 with minimal reading or writing skills. Eight programs use a science fiction adventure setting and humorous approach to help students develop skills to demystify reading and writing.

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**WAM! Literary Adaptation Showcase (curriculum category - English/Language Arts: Literary Adaptations)**

**Swallows and Amazons**

*\*This program has one year taping rights*

Program length: 30 minutes

Air times: Monday thru Thursday 5:30am & 11:30am

Description: From Arthur Ransome's celebrated children's books, Swallows and Amazons is set on the lakes and waterways of England during the 1930s. Six children who become friends, share a love for wildlife and all things nautical. These stories were all inspired by treasured memories of Ransome's own childhood holidays in the Lake District and on the rivers and broads of Norfolk England.

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**Scientific Eye (curriculum category - Science: General)**

*\*This program has one year taping rights*

Program length: 30 minutes

Air times: Monday thru Friday at 6:00am & 12:00pm

Description: This series of 26 programs applies the scientific method to the solution of everyday problems as students learn to look at the world through scientific eyes. Students are encouraged to ask questions and to develop an inquiring mind and a logical approach toward science in school and the world around them.



**Mathematical Eye (curriculum category - Mathematics: General)**

*\*This program has one year taping rights*

Program length: 30 minutes

Air times: Monday thru Friday at 6:30am & 12:30pm

Description: This series of 20 programs is designed to create interest and enthusiasm in mathematics. Documentary film, cartoons, computer graphics, and open-ended questions are used to encourage young people to see how mathematics has everyday applications.

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**F.R.O.G. (Friends of Research and Odd Gadgets) (curriculum category - Science: Elementary)**

*\*This program has one year taping rights*

Program length: 30 minutes

Air times: Monday thru Friday at 7:00am & 1:00pm

Description: F.R.O.G. is a kids science series consisting of 20 programs. Kids explore subjects, with the help of their computer, such as building an energy efficient doghouse, how fish breath underwater, constructing a solar oven, and how a chicken's foot inspired the building of a giant robotic arm.

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**How 2 (curriculum category - Science: Elementary)**

*\*This program has two year taping rights*

Program length: 30 minutes

Air times: Monday thru Friday at 7:30am & 1:30pm

Description: How 2 is a science show which uses entertainment and fun to demonstrate simple science experiments and intriguing scientific phenomenon.